Workex

CERTIFICATE

Date: 23-03-2018

To Whom It May Concern

This letter is to certify that *Miss Akshata Athani (1AY16MBAO6) of Acharya Institute of Technology*, has successfully completed her internship program with *Workex Solutions & Services Pvt Ltd*. Her internship tenure was from *15-01-2018 to 23-03-2018*. She was working with Human Resource Department for the study of – *"Role of HR in Digital Transformation"* and was actively & diligently involved in the projects and tasks assigned to her.

During the span, we found her punctual and hardworking person. Her learning powers are good and she picks up swiftly. Her feedback and evaluation proved that she learned keenly. Moreover, her interpersonal and communication skills are brilliant.

We wish her a bright future.

Sincerely,

Project Manager,
Workex Solutions & Services Pvt Ltd

ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 18/05/2018

CERTIFICATE

This is to certify that **Ms. Akshata Athani** bearing USN **1AY16MBA06** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **"A Study on The Role of HR In Digital Transformation"** at **Workex Solutions and Services Pvt. Ltd., Bangalore** is prepared by her under the guidance of **Prof. Monica M** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

Head of the Department
Department of MBA
Acharya Institute of Technology
Soldevanahilli, Bangalore-560 107

Signature of Principal

PRINCIPAL
ACHARYA INSTITUTE OF TECHNOLOGY
Soldevanahalli Bangalore-560 107

Declaration

Hereby I declare, AKSHATA ATHANI, that the project report entitled "The Role Of HR In Digital Transformation" In relation to "Workex Solutions and services Pvt Limited" Bangalore from me under the direction of Prof. Monica, Faculty of MBA, Acharya Institute of Technology and External Support of Mr. Swapnil Roy Recruiter from workex. I also explain that this project work is focused on the fulfillment of the master in Business administration. I went through a Project for a period of twelve weeks. I further declare that this project conducted by me is based on the original Study and was not submitted for the award of a degree from another University / Institution

Place: Bangalore

Date: 29/5/18

Signature of the student

ACKNOWLEDGEMENT

A start leads to the fine end. The ideal way to start this project work would be to sincerely thank all those who have encouraged, motivated, and led me to work for the successful completion of this project.

At the very beginning, I am grateful to the prestigious visvesvaraya technical university, which gave me the opportunity to graduate in business administration, and permitted me to submit this work for the completion of the MBA.

I am thankful to Dr. Nijguna, the director of the Acharya Institute of Technology, for encouraging me to do this project.

I am great full to the Director of Workex Mr. Nimish Sharma and Mr. Swapnil Roy and all the other employees of 'WORKEX SOLUTIONS AND SERVICES PVT LTM', who have helped me to complete this project work by providing all the information during the internship.

I also thank Prof. Monica for guiding me throughout the project and the last thanks to my family friend and everyone else.

Date: 29-05-2018

Place: Bangalore

AKASHATA ATHANI

1AY16MBA06

TABLEOF CONTENT

Executive summary

This summer project "THE ROLE OF HR IN DIGITAL TRANSFORMATION" in WORKEX SOLUTIONS AND SERVICES PVT LTD" which is the platform for both the recruiters and the candidates to find job and to offer the job.

Digital transformation requires AI data transformation, leading the analysis to AI, and evaluating and structuring your data with algorithms that continuously inform your employees. Coming to the digital transformation it has become a trend and a important aspect of every aspect for example the transformation has changed in technical field, commercial field in business and also in the medical field. Digital transformation is taking place in every ground.

How the change in life is important in the same way the digital transformation is important in business life it can take the company to the next level and give an image to the brand name. the ability of growing up of the companies increases and the demand also increases.

This project report contains 5 different chapters.

The report begins with the introduction to company, its area of operation, its organization structure, its achievements etc. the second chapter is about the conceptual background and literature review. The third chapter says the methodology adopted in preparing this project, it covers the sample and simple procedure types of tools and the data collection method. The fourth chapter consists about the analysis and interpretation comprehensive coverage of forecasting concepts and techniques. The fifth chapter deals with the findings, suggestions an conclusion part which is very much important after analysis is made.

In each of the chapters as described above, every chapter has been scheduled in a manner so as to enable the reader to appreciate the content easily.

Chapter 1

Introduction

CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

The internship is an integral platform for all those who want to gain experience in a particular workplace. Internship is a great chance for students to learn, experience and doDecisions. Internships at a certain job help me to recognize and discover myself different angle. It also helps me to control and develop my attitude and behavior in dealings with different types of people and situations. During the internship, I also learned that I still miss as an individual and employee. The internship helped me recognize my weaknesses and strengths.

Internship helped to know the real world deal with real clients and to handle the problems which are faced by the companies. We see many kinds of individuals and that teach us how to behave with what kind of people. On the other pointer, I saw the actual work environment in which I have to deal in future.

The other purpose why I choose an internship is a challenge as a preparation working environment and situation. A occupied life is very difficult as it requires a lot of effort, promise and skills that I have to prepare and train.

1.2 INDUSTRY PROFILE

The digital transformation of businesses representsoccasion to createworth for industry. Rapid improvements in digital technology redefine our world. And the effects of these tools - mobile, cloud, artificial intelligence, and analytics - accelerate development exponentially. Equipment is the multiplier.

The digital transformation offers industry unique opportunities for worth creation. In the past, Fortune 500 took an average of 20 years to touch a billion-dollarestimate. Today's digital startups come in four. Digital technologies create new income pools by converting customer outlooks and how companies can address them.

In 2016-2017, the task will emphasis on a further sectors: chemicals, mining and metals, oil and gas telecommunications and retail. The cross-sectoral topics are: policy governance, implications of policy and regulation, societal implications and impact of new technologies.

At present, the digital transformation is not well assumed, and a number of fables are paving the way to realizing their value creation potential the factual extent of digital start-up disruptions and

how the influence of mechanization on employment is very diverse from what we now know about it.

Measures will be looked-for to realize the welfares for society and industryGiven the central role of digitization in numerous of the tests we face nowadays. The use of energy and natural resources is not sustainable worldwide. Further rises in life expectation are at risk without resolving the upward cost structures of over-burdened healthcare schemes.

But the benefits of digitization will not automatically benefit industry or society, and there is a danger that the promise of digital transformation will not be fulfilled. In addition, companies do not always understand the impact their digital creativities will have on differentfeatures of society - from service to the environment and beyond - or which duties they should bear to counteract the unintended consequences of digitization.

The world of HR is changing quickly with the influx of digital. For an HR expert, the question "Where do I start?" Be unclear when it comes to transforming HR into digital HR.

Dave Ulrich

Strategic Partner: Develops and aligns strategies with the business. The strategic partner promotes system thinking and customer orientation.

Agent Change: The Change Agent understands the corporate culture and change capabilities within the organization that help line managers manage and facilitate change.

Expert Administration: The administration expert creates and delivers effective and efficient HR processes to specific business needs, and delivering HR products and services.

Champion Employee: The Employee Champion enhance the contribution of human capital, foster employee engagement, and promote processes and practices for just people.

We can say that digital HR is essential in this age. Jobs are becoming virtual, people are demanding more control over their development, and real-time employee analytics are becoming increasingly important to businesses. It's a new HR paradigm that encompasses digital technologies that bring key processes directly to employees' phones, tablets, or laptops.

Partner Strategic: The Strategic Partner has to play in transitioning to digital by bring into line the company's business strategies. Together with the business attention, interior customers, , the various processes such. B. New employee onboarding, friendly and seamless. These can be mobile apps that help you make quick pulse studies, or an e-communicator that empowers employees to connect with their HR partners anytime.

Change Agent: Research has found that the digital method of providing learning content, such as e-based teaching and video-based knowledge, is more real not only in terms of reach but also in terms of content delivery. This is an example of the digital way of working for any human resource manager when they really want to connect with today's workforce and engage them in new ways of working, developing and growing.

ExpertAdministration: Whether it's analyzing multiple data sources in seconds, deploying viable solutions digital human resources management is the key to rapid, sound strategy and decision making. Artificial intelligence(AI) and machine learning are tools that companies. The same model can increasingly be used to predict employee potential or develop effective customer retention strategies.

Employee Champion: Research has shown that worker engagement is a topmost priority. Employees today desire jobs that give them the plasticity to work. Study has also shown that organizations with strong online networks, digital networking tools, and advanced digital platforms have seen an improvement in employee ownership.

The future of the HR function and each of these four HR roles lies in digital transformation(DT). Whether it is about e-learning programs, worker analytics, worker platforms for various processes, boarding on this transformation journey is truly the next stage in transforming HR into digital HR.

1.3 COMPANY PROFILE

WORKEX

Founded in 2017, Bengaluru & Guragram, India

Workex is a platform that brings together the Indian workforce and their employers. While there are many "solutions" that claim to bring both sides together, we have reason to believe that they will not work. As we understand it, the right solution will help companies find the right candidates, and job seekers will find work opportunities in minutes.

At Workex, they see the demand and supply of human resources as a problem that will solve our flagship platform. They believe that the key is a full-stack recruiting and management platform that creates a digital supply chain of opportunities and human resources. they have developed the Workex platform, which allows candidates to maintain their updated work profiles with documents, verifications, and reviews.

Candidates can search for full-time and part-time jobs as well as apprenticeships. The entire process only takes 3 taps - one each for application, chat & acceptance of a job offer. Employers can post jobs, search candidates, share and receive interests, shortlist quotes, and share vacancies across the platform. Again, 3 simple taps are required - one each for post, chat & rental.

Artificial Intelligence & Machine Learning are already in preparation - to improve matchmaking and job recommendations, to help recruiter minimize time for hiring and relocating to help candidates find a job they are interested in,

India has neither jobs nor jobseekers. The recruitment landscape has changed - it has not evolved. Recruiters and jobseekers still use the old mode and experience old inefficiencies, despite the existence of advanced technology. Existing solutions address either jobseekers or recruiters - but do not take into account the asymmetry of information in the hiring and management spectrum.

The creation of the Workex platform paves the way for a new era of 100% digital and 100% verified recruitment, where jobseekers find jobs, recruiters find the right candidate, all at the touch of a button in record time. For Team Workex, however - that's just the first step.

As children we saw liberalization, as a teenager the Internet, as students we saw mobile phones. As entrepreneurs, we are pushing for the next big change in India.

We are simple, down to earth, say what we think- d. H. totally desi and love it!

Companies faith

We believe that a big change is coming to India. It's only a matter of time before both recruiting and management become digital, as do travel, retail and food. Our mission is to make such a convincing case that the change is 100%. We will be successful the day, Workex becomes a verb in common usage.

CompanyTeam

Nimish Sharma

CEO & co-founder

Soon after his birth, he fell in a cauldron of Red Bull. He wants things to fly, even if they are dead. He has a flier in himself and a philosophical touch.

Chirag Mittal

Co-founder and product manager

His superpower takes a nap and turns up with solutions to the world's problems. He always carries a scratch handle - you never know whose back you have to scratch.

Television Avinash Chandra

Founding member & chief of staff

The resident Bear who thinks too much for himself. Avinash is also part-time mascot and stuffed animal. Sometimes a strict task master.

Tarun Baluch

Founding Member & Product Manager

He wants pixel perfect, spec perfect, perfect, perfect, etc. And nothing can be incomplete. He will soon start an expedition, where he cycles the world. He likes to live in a deterministic world.
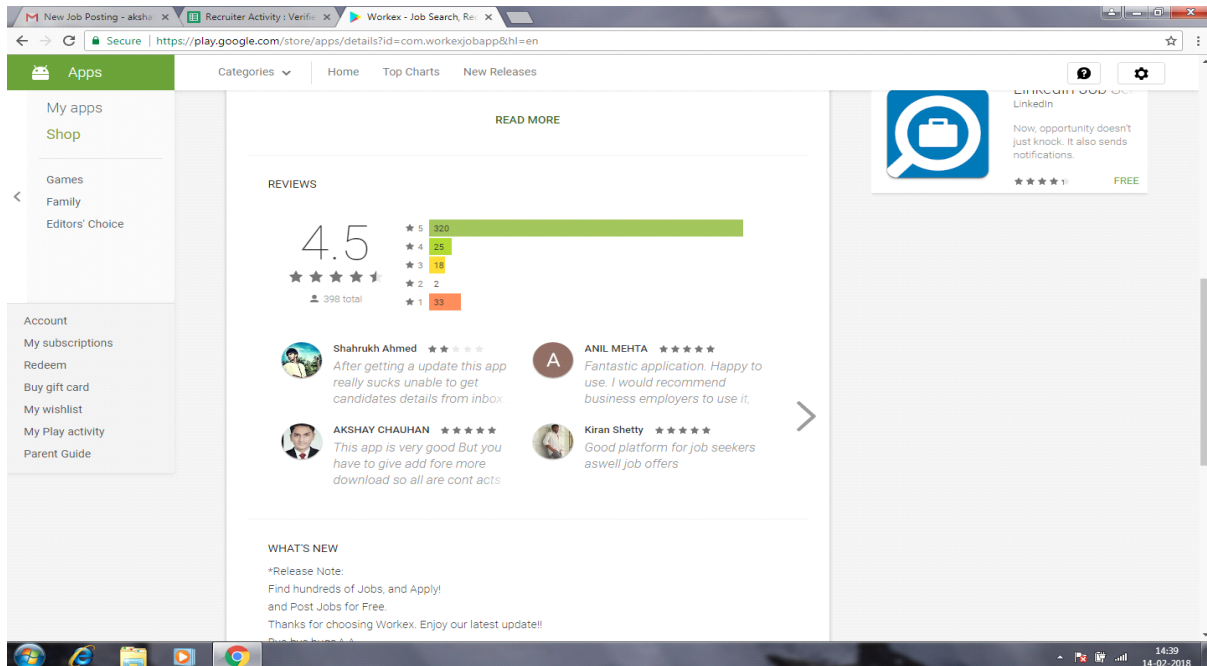
Anupam Acharya

Founding member & operations manager

He is Ninja Level 3; takes care of product and ops; behind his friendly demeanor lies a slumbering dragon

This is the website of the company. the picture gives the direct purpose of the app.
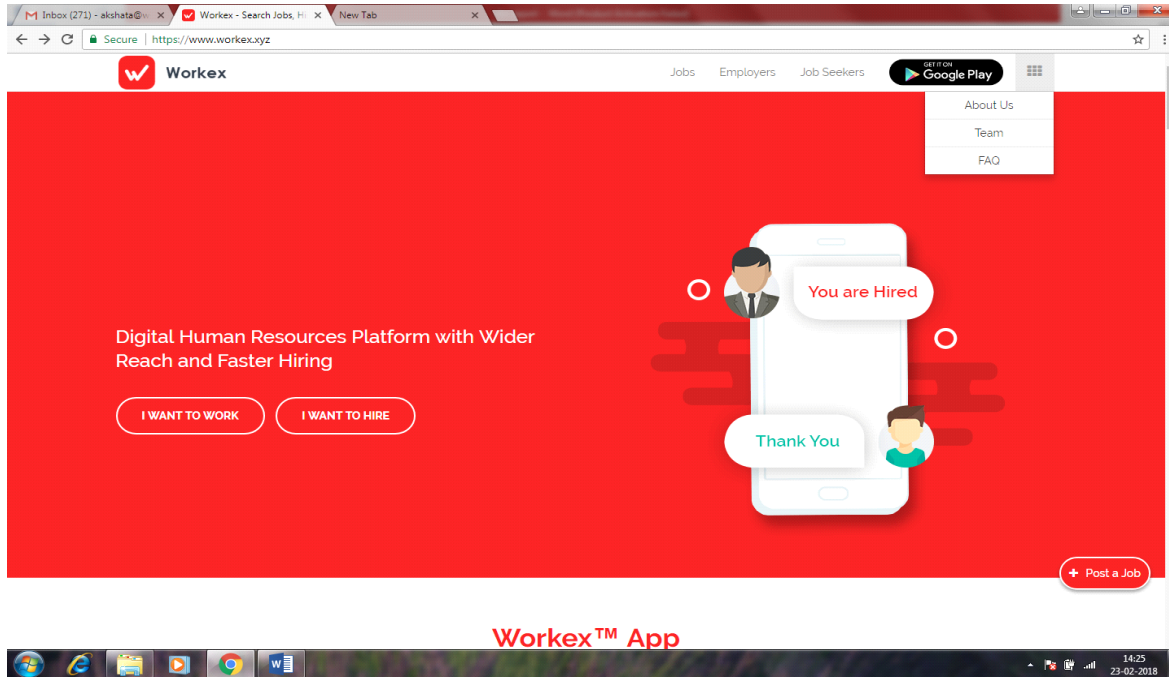
This is the image to show the rateting and review of the company.
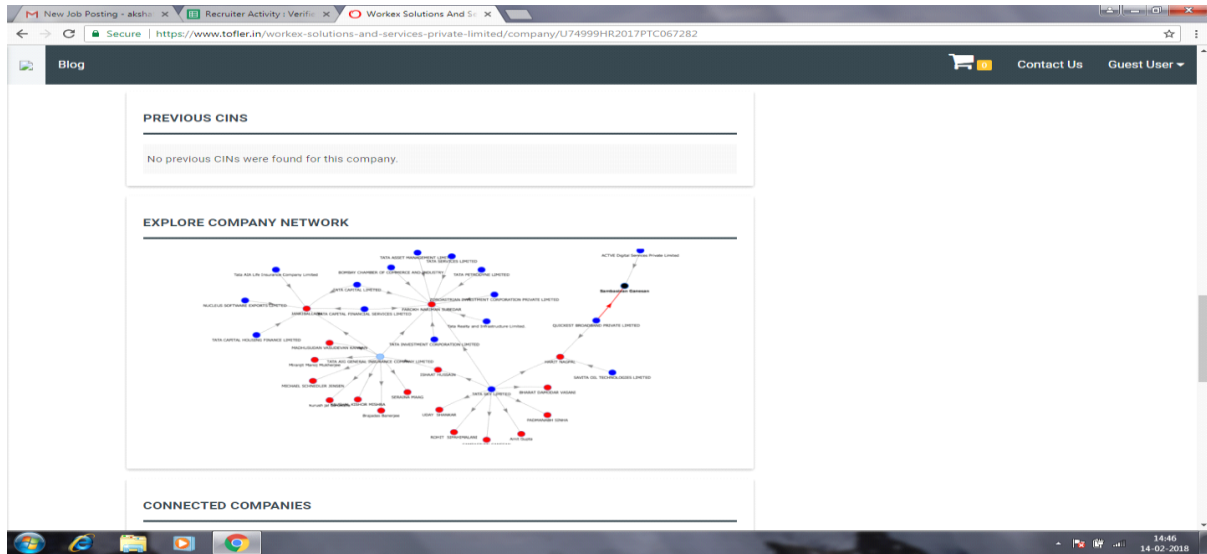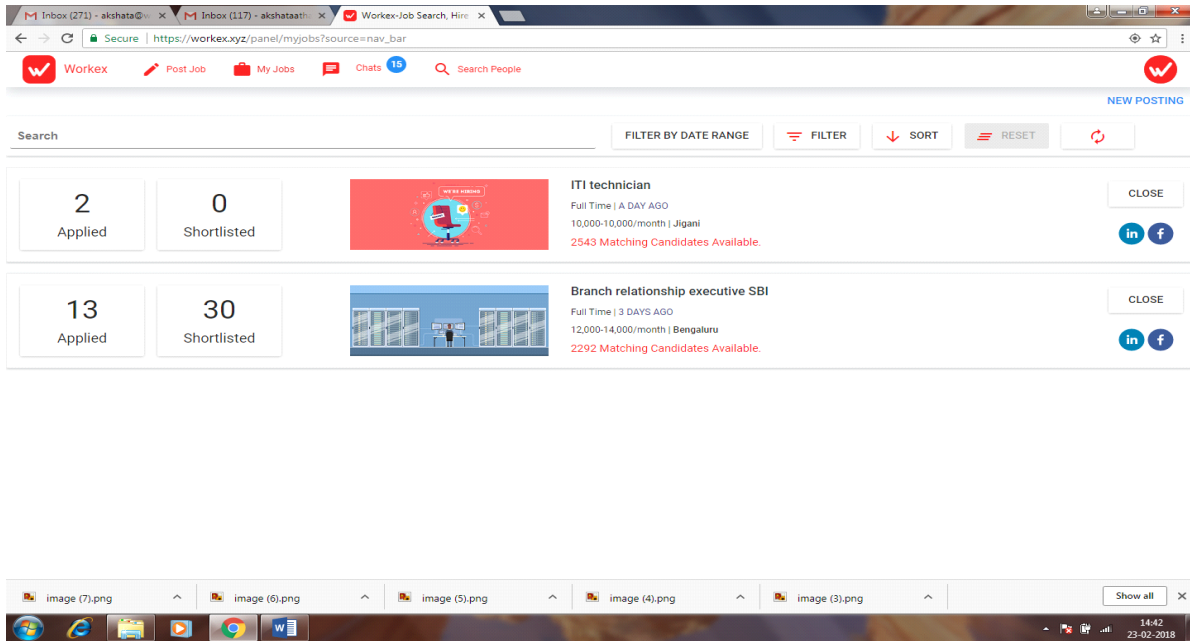
This image shows the networks of the company.

The online marketing of the company. As the company is a startup it started it marketing strategy with online process.

This is the recruiter's panel that is my panel these are the jobs posted by me in that weak, after every vacancy is filled the jobs will be closed.

This page shows the details of the applicants.
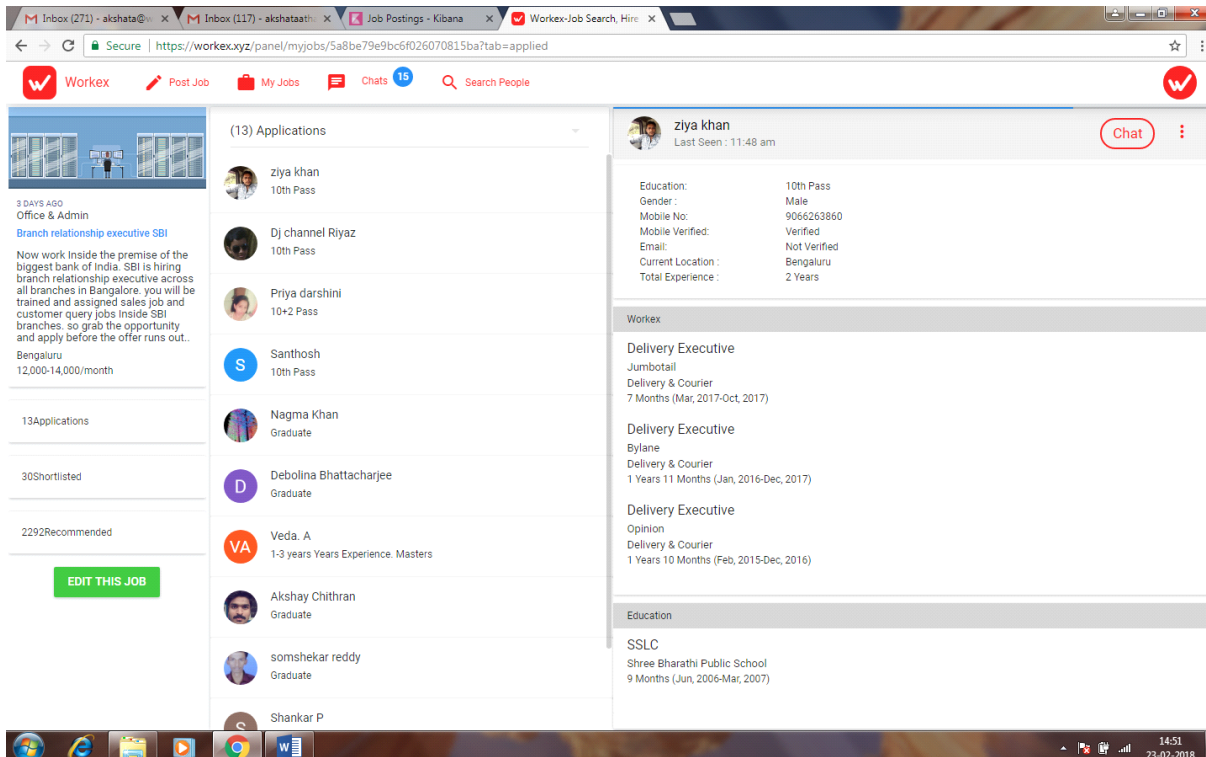
This is the admin panel in which we get the details of the recruiters who post jobs. in which name, number and the post for which he is searching for candidates.
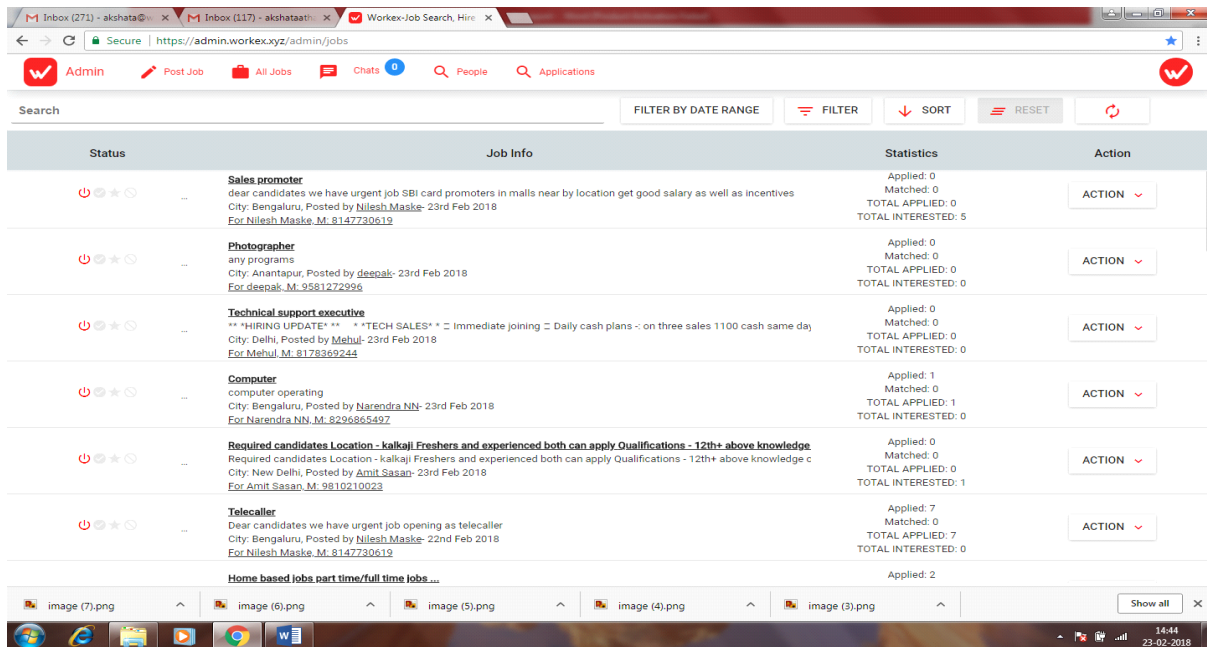
This is the recruiter'sverification panels in which we verify the recruiters and activate the calling feature after we collect the ID proof from every recruiters to avoid any fake person.

This is called as ATS flow. ATS stands for the Applicants Tracking System.
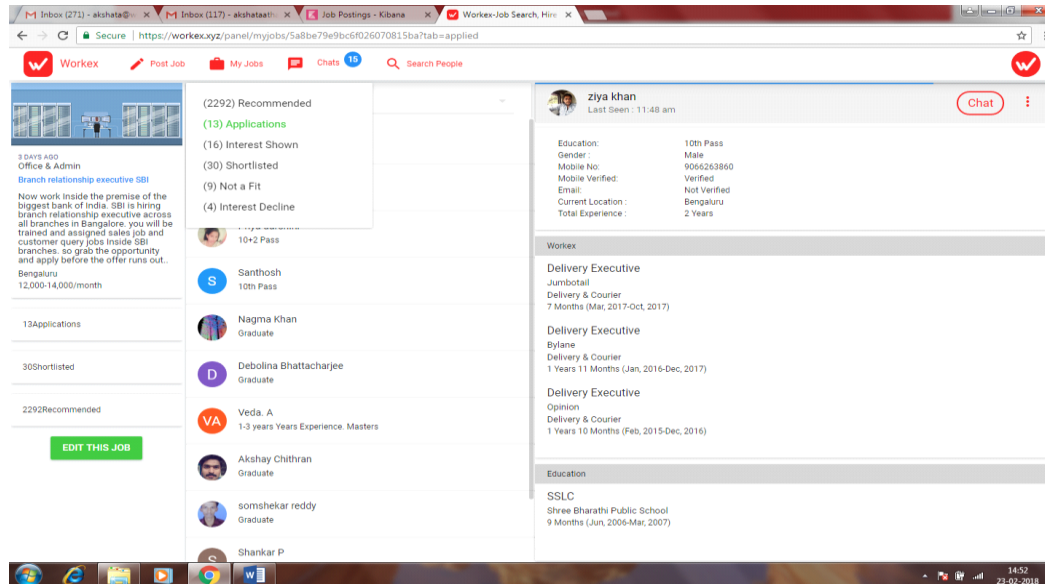
Applicant tracking system(ATS) is a software presentation that enables the automatic handling of recruitment needs. So this ATS flow for workex company consist of recommendations, applicationsreceived, interest sent, shortlisted candidates, not a fit candidate, and interest declined options.

This helps a recruiter to know the count of the candidates helps to shortlist the candidates accordingly.
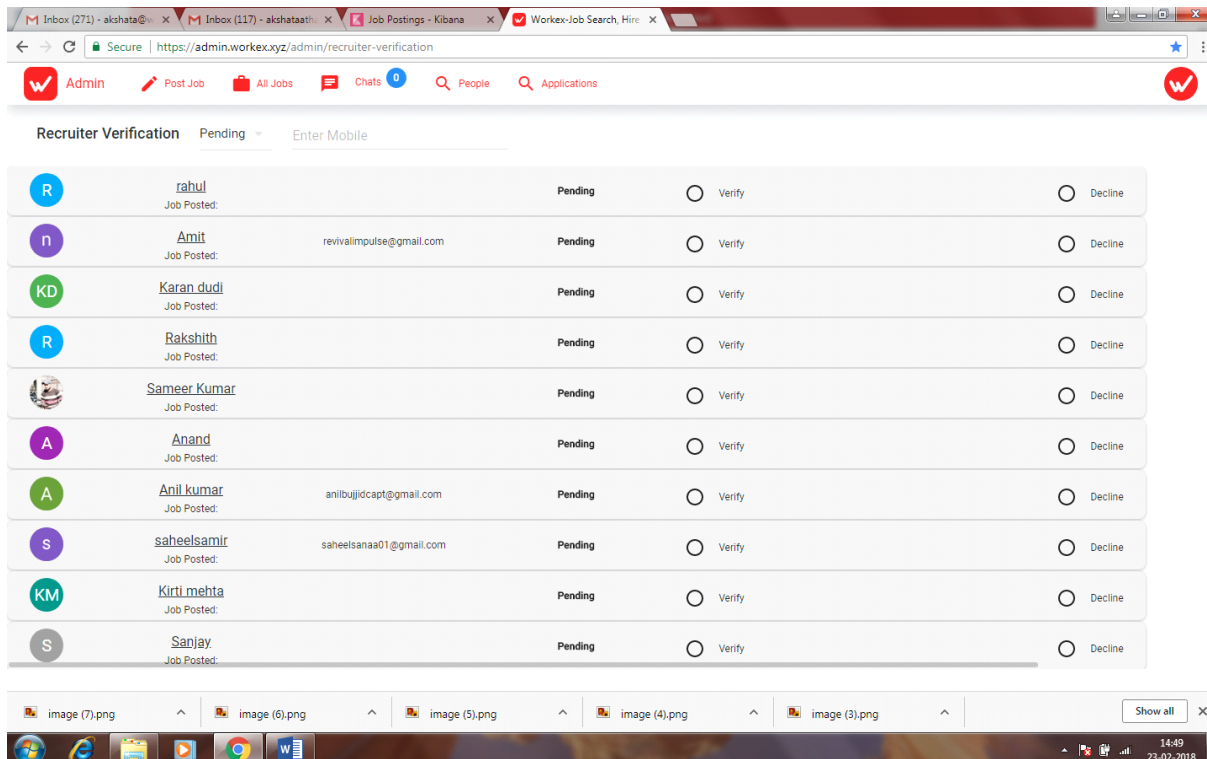
The principal function of ATS is to deliver a centrallocaion and record for a company's recruitment efforts. ATS system are built to healthier assist administration of resumes and applications info. The information or data is moreover collected from internal applications via the ATS frontend, situated on the company website or is collected from applicants on job boards.

This is the database software called kibana. This gives the up-to-date information of the recruiters as well as candidates each and every information like name, number, location, education etc. this helps the company have their own database.
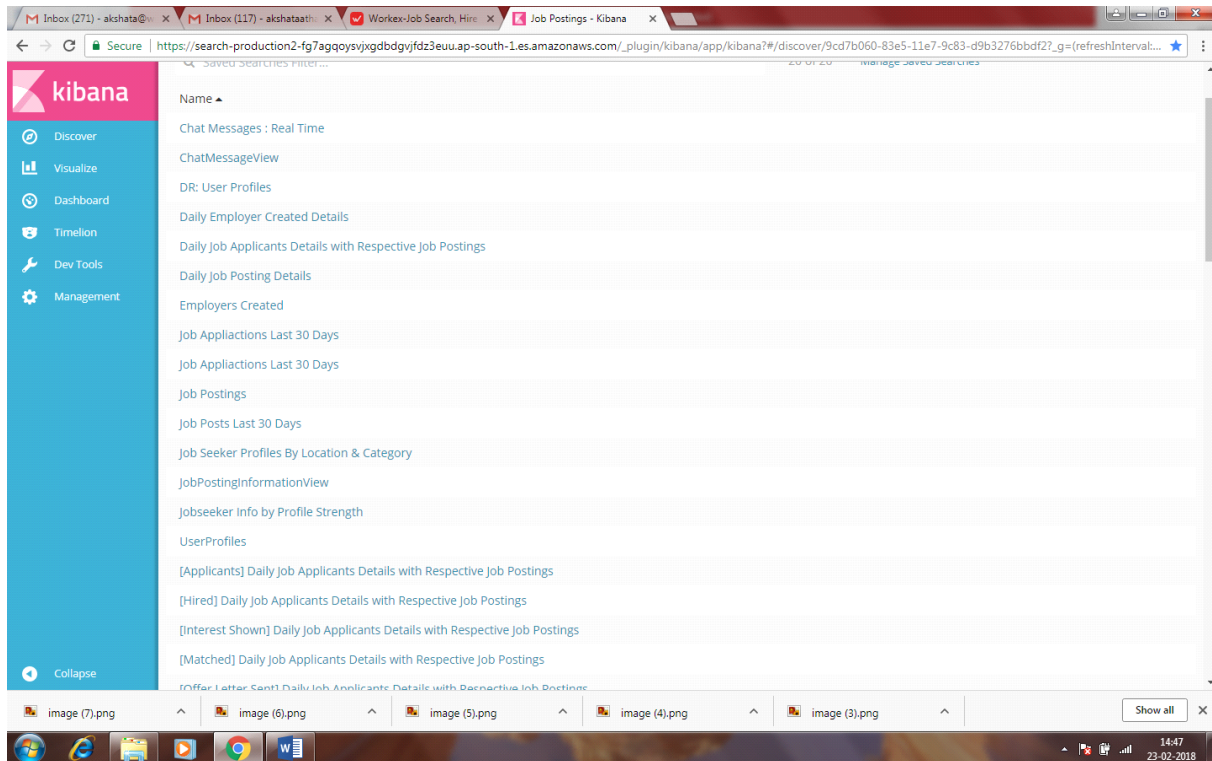
1.4 Promotors, vision, mission and quality policy

- Nimish: previously founded Aurora Integrated Systems – a company that developed and manufactured drones, unmanned aerial vehicles for defense, reconnaissance and various other civil purposes, including but not limited to, GIS, aerial scanning and 3 dimensional modelling. Bootstrapped over a 9-year time frame, the company was eventually acquired by the TATA Group

- Chirag: previously founded Inn sols/Infield Solutions – a field force automation company that served multiple clients pan India. Technology offering enabled said company to address manpower management, attendance, productivity and even employee sentiment for various clients like – Whirlpool, Usha, Pinord, Havells, Kent, etc. The suite of software created continues to help organizations manage a large field force.

Vision

To create a platform that digitally connects 480 million blue/gray collar workers in India, with around 70 million businesses (including enterprises, SME, MSME, etc). The team has strong conviction that with growing internet penetration in India (> 400 million smart phone users) and ubiquity of internet access (e.g.: data is almost free/negligible price), the whole ecosystem (employers and job seekers) will be online. Therefore, a **mobile first** platform is the key to solving the current problems that plague Indian businesses. Research has revealed stark information asymmetry; democratising information access will not only level the playing field but also provide information to those who need it the most. Further, avenues for upskilling are missing – and the company intends to help workers upskill themselves so that they can manage their livelihoods in a skill first economy.

Mision

To attract, engage and nurture job seekers in the blue/gray collar segment and provide the right match/fit to employers looking for such workforce. In order to accelerate existing hiring workflows, we will employ technology – to the tune of enabling real time chats, video calls, video resumes/cover letters, interview scheduling, etc – so that the best candidate is found by employers in the shortest possible time.

Quality:

Components of said mission include ensuring data correctness, verification & peer reviews. To that tune, the company intends to incorporate AADHAAR based verification so that employers benefit from the ensuing higher user quality. Further, in order to keep the platform's value intact, only Employers with genuine business establishments – as proven by their documents/identity proofs such as GST, PAN, TAN, etc are allowed to engage on the platform. Once proofs are submitted – a layer of manual verification steps in for the last check before a user is allowed to do any activity on the platform.

In case users don't comply, the company takes swift action such as blocking users/disabling accounts till compliance is in place.

1.5 Product and service profile area of operation

The company operates in the recruitment space, specifically for blue and gray collar workers.Categories of specific interest to the company are logistics (transportation, warehousing, delivery), BPO (tele callers, telemarketers, telesales), Sales & Marketing (in store promoters/sales staff, field sales, etc), Education (teachers, trainers, etc).

The service offering to enterprises is an application where recruiters/employers can post jobs, chat with recommended candidates, shortlist candidates, do live video calls/interviews and also hire someone on the app itself. Further, employers can also obtain various documents via the application.

1.6 Infrastructure facilities

Table tennis, carom board, books (4 books), ac, furniture etc

1.7 competitor's information

Job boards such as Naukri.com, Monster.com, Shine.com, Quikr.com, (list more job boards here) are primary competition. That being said – no one is betting on the exact space that the company is operating in. The business vision is set to operate uniquely in a segment that is primarily under penetrated, under indexed and therefore literally pristine.

1.8 SWOT analysis

<u>Strength</u>
- Technology
- Small and dedicated team
- Consisted target group or geography

<u>Weakness</u>
- Adoptability
- Revenues
- Expenditure
- Lack of knowledge about technology
- Consumer behavior towards the product
- Retention of the users

<u>Opportunity</u>
- India's population
- Huge data base
- Government support towards start ups
- Unemployment
- Human tendency towards growth
- Irrespective of seasons

<u>Threats</u>
- Computation
- Recession
- Government policy
- New entrants in market

1.**9 Future growth and financialstatement**.

Future growth

Future growth is to see the company in all other city's, presently they are working only in Bangalore and their future growth will be starting the business in Hyderabad, Mumbai, Delhi, and also in other countries.

Fanatical statement

Liabilities	2017-2018
Share Capital	12,00,000.00
Reserve and surplus	2,50,000.00
Net worth	14,50,000.00
Noncurrent liabilities	1,55,000.00
Current liabilities	1,62,000.00
Total	**17,67,000.00**

Assets	2017-2018
Noncurrent Assets	
Long Term loans	2,04,000.00
Cash and bank balance	88,000.00
Intangible assets	85,000.00
Current assets	
Investment	6,00,000.00
Sundry debtors	3,30,000.00
Cash and bank balance	4,15,000.00
Loans and advances	45,000.00
	17,67,000.00

Profit and loss a/c

Particulars	2017-2018
Income	
Revenue from operations	9,85,000.00
Other incomes	1,50,000.00
Total	11,35,000.00
Expenses	
Employee benefit expenses	2,56,000.00
Financial expenses	88,000.00
Other expenses	35,000.00
Depreciation and amortization	
Total	3,79,000.00
Profit before tax	7,56,000.00
Less: Tax	
Profit after tax	**7,56,000.00**

CHAPTER 2

CONCEPTUAL BACKGROUND AND LITARATURE REVIEW

2.1 Theoretical background of the study

As we can see, generation is changing, manual work is being reduced and digitization is taking over, but as we study the organizational structure of many companies, we are learning that people are taking on new trends, and some are still in the same old generation. Technology is changing people's lifestyles, so digitization is very important in any organization.
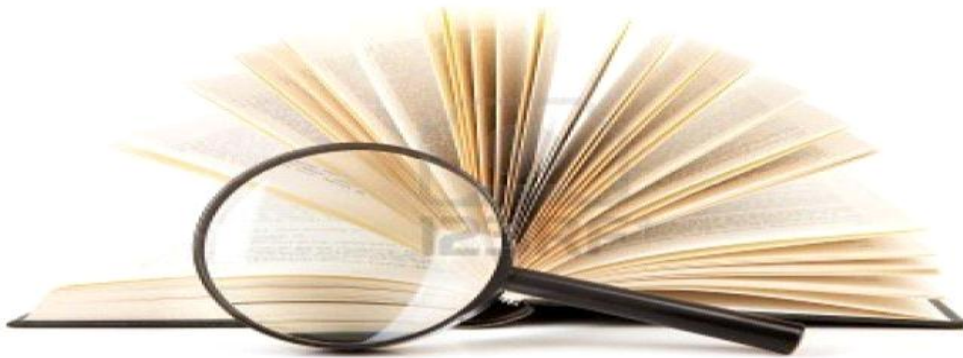
Digital transformation(DT) is the addition of digital tools into all areas of a company. It is also a cultural change that forces organizations to constantly question the status quo and come to terms with mistakes. fundamentally change how you work and deliver value on customer experimentation.

Digital transformation(DT) is as important as changing a person's life. To ensure that digital transformation plays asignificant role in every business, this topic has been chosen. Since my topic is HR, the topic has been changed to the role of HR in the digital transformation.

The role of HR in the digital transformation(DT)plays a very important role, the HR, which looks after the employees of the company and informs about the digital transformation(DT), so it was important to know the role of HR in the digital transformation.

This study is a challenge to know the views of people about digital transformation, which is a very rare and new topic for the project. Not only did this help me in completing my project, it also brought me some highlights about the current situation of this topic.

2.2 literature review with research gap.

Literature Review

1. **Nirmala kumarbitechoo** This research report analyzes the importance of digital transformation(DT) in public organizations and their impact on related personnel factors such as human resource development, talent and performance management. Since these three dependent variables influence the HR process in today's organizations, it can be seen that independent variable-to-digital transformation has a positive effect on the measured variables. The investigation was carried out in two independent companies, a university that was compared to a postal department claiming to be a one-stop-shop. The result of this training claims that there is a relative similarity between the two attitudes where digital transformation has an impact on human resources and helps to increase productivity.

2. **2nd Stormier Dr. Emma Parry** (2014) this Paper talks about the HRM(human resource management) in the digital phase digital challenges and changes the HR professor's social and economic changes grounded on the increasing dominance of digital technologies. All in all, these changes have directed to the current period being characterized as a "digital age". In streak with these changes, digital technologies are playing an gradual importance in both employee lives and human resources management (HRM), which appears to be affected in several ways.

3. **Camilla Bengtssonmao bloom** (2017) The rapidly increasing technological development and its increasing distribution are leading to the digitization of society. This digital "revolution" has

implications for contemporary multi-level organizations. Previous research has focused on the implications of digitization for customer preferences, buying behavior, marketing and business performance. However, how the company is internally influenced has usually been neglected in the field of research, especially with regard to the consequences for HR managers. The aim of this work was therefore to deepen personnel administration in the digital age. The goal was to develop a deeper thoughtful of how digitization impacts HR managers. In this paper, qualitative interviews are used to present a detailed study that analyzes how HR managers of an organization facing digital transformation perceive the effects of digitization. Emily Henriette 2015 this study speaks about the shape of the digital transformation(DT)What are the digital competences impacted by the (DT) digital transformation? the methodology, research identification, research strategy, study selection, quality assessment etc.

4. **IrikTolboom** 2016 This study was about the impact of digital transformation of survey based research to explore the effects of digital transformation on the organization. The survey results show that the digital transformation is going to organizations on many different fronts than almost every nine business model Constructs have at least one element.

5. **Roshinishree** May 2017 This Study Reports the HR Role of the In digital Transformation Digital technology is driving change in three key areas: new approaches to delivering HR services. Mobile tools, social media and other technologies enable employees to gain full access to HR services and retain employees on their terms. The HR department can use familiar technologies like smartphones to reach employees.

6. **caogamini consulting** 2013 this research paper talks about digitization Hr this is the worldwide HR barometer research report. on digital maturity and the digital transformation model, industry survey responses, investment trends in HR and so on.

7. **Bruno Meting and Jerome Barre** talking about the role of hr in 2020-2025? You talk about HR Manager's role in the future The digital revolution has a very big impact on us as HR Manager. For this reason, Orange has commissioned this White Paper, which provides an analysis aimed at understanding the new challenges facing human resources from the digital transformation(DT) and major societal changes.

8. The changing role of human resources management(HRM) in the digital phase since 1926 tells us, for many years we have seen the transformation in digitization in all things, new inventions, innovations, and the transformation is accelerating. Each week, every month and every year, it took years to turn one thing into another, and in some cases it only took a week. This article talks about the same change that has taken place with the products and also with human beings.

9. **Arcades** (2017-2019) They talk about global HR leadership, the digital transformation that the Board has defined as a priority for digitization. digital will decisively determine the competence of arcades in the future. The digital transformation of GOLABAL HR plays a crucial role in organizational transformation.

10. **Ben Grinnell**, he talks about the questions that are being raised. For executives in human resources development, organizational development, and talent development, this impending digital inevitability raises two fundamental questions: "What does it mean to be a digital enterprise?" And "how ready should we resolutely balance technology and digital with strategy and culture?"

11. **Emma parry** Electronic HRM The paper is structured as follows. First, we describe how we sampled the literature, how we searched, selected and analyzed it. Then we synthesize outstanding results and areas of deviation in the works, and finally, we point out the critical implications of this review for new research pathways to the effectiveness of e-HRM.

12. **From e-learning** to digital transformation: S. Seufert, C Meier 2016, they talk about DIGITAL TRANSFORMATION, Digital Transformation(DT) in Education and Enterprise Learning, DIGITAL TRANSFORMATION(DT) IN L & D.

13. **Social Media change** of Human Resource Management. Lavita A. Williams Social Media is rapidly changing the way individuals interact in the real world day in and day out in the workplace. This study focuses on how social media affect human resources

14.**Management** (HRM) in the areas of recruitment, selection, retention and termination. Survey Monkey collected information from HR experts mainly in the southeastern region and the United States.

15. **The Role of HR in the Transformation of Digital** Jindal Steel, 2016 Digital is changing our way of working and should fundamentally transform HR and redefine the future of Human Resources. Digital interventions have a significant impact on employees, managers and executives. Talent management is less a central HR action than an activity that is entrenched in the day-to-day life of the business. Digital breaks silos and removes boundaries between HR and business areas, between consumer applications and businesses.

16. **Transformation of Human Resources**: Recognizing the Influence of HR as a Corporate Enabler The HR transformation has grown significantly over the past time in combination with the changing business situation and challenges in India and across the world. In the past, established HR teams and functions have dedicated on improving operational efficiency and administrative effectiveness.

17. **Artificial Intelligence** in Human Resources Robert Charlie Sander Kloppenburg, HR is one stage behind in the digital transformation(DT) and the AI now deals the chance to catch up. KI can assistance eliminate repetitive tasks, quicken the search for talent, reduce staff turnover and improve employee engagement. The procedures train themselves to simulate human behavior and reinterpret the experience of workers. AI responds faster when it comes to gaining the insights and conclusions that would otherwise require vast amounts of labor, or even remain uncovered.

18. **HR must overcome its fight** with digital transformation(DT) for brands to grow Ben Davis Aug 23, 2017. HR is at the forefront of changes in leadership, training and application of data, making the digital transformation of internal processes just as important It's important to avoid being port behind when new and nimble competitors start life with a simpler and more powerful tech architecture. Human Resources is in the midst of all these changes - changes in the concept of leadership, work processes, employee skills, data usage, departmental collaboration and technical infrastructure. says the author.

19. **The evolving role of HR business** partnersGiliBrudno says: The role of Human Resources Business Partners (HRPP) has evolved significantly in recent decades. While most HRBP-related responsibilities used to be related to organizational or transnational activities, nowadays most of this administrative work moves to the HR Service Center, so the HRBP focuses on strategic

initiatives such as catalyst identification and development, succession planning, organizational design, and strategic personnel planning.

20. **Sharon Fisher**, February 25, 2016, explains how Digital HR can help appeal and recollect talent According to PricewaterhouseCoopers' said they needed to change their talent strategies. HR must become digital to attract, retain and retain talent in a digital world. To become digital, HR functions must use the same technologies as the rest of the enterprise. *

CHAPTER 3
RESEARCH DESIGN

3.1 Statement of the problem

Digital transformation(DT) is on everyone's lips today, from cool start-ups to the mastodons of the business world. Yesterday's business models are changing and disruption is occurring in all industries and markets.

The disruption is caused by new competitors, new ideas, new technologies, new ways of thinking and new cultural changes that make it increasingly difficult for companies to stay in touch with their customers and keep the business running as normal.

"There's no such thing anymore." Almost every technology company, consulting firm, and digital agency talks about Digital Transformation, but few companies actually make the walk, so what's the problem, why does digital transformation take so long?

As we can see, many companies have not accepted the digital transformation, and in many cases, the company's HR has the responsibility of informing its employees about digital transformation. People and organizations have an unclear interpretation of the term digital transformation. For some, this means that you can organize your data more efficiently in the organization.

For others, it means using digitally as the main platform for marketing communication. It was important to know if companies are following the transformation system. The main problem was that many people did not realize the concept of digital transformation. This was the main problem that led me to choose this theme as the role of hr in the digital transformation.

3.2 Need for the study

There are many uses if we duplicate the digital transformation and HR plays asignificant role in every business. Therefore, it was necessary to know the value of the topic, what people think about the digital transformation, how companies, after taking on digital transformation(DT) and if they are not accepted, what future plans are about this particular aspect. All these questions have inspired me to know the need and recognize the importance of the study.

HR, as the main person for the company, has to take care of the person's abilities and behavior in the digital world, promote ingenuity, celebrate the social qualities of digital, lead from the front, open and keep looking, avoid departmental approaches, etc. Such aspects are very important in order to make people understand, so it is necessary to examine the role of HR in digital transformation.

3.3 Objectives

- To analyses the role of HR in digital transformation(DT)

- To suggest strategy to improve vise the roleof HR in digital transformation.

- to know the comparison between the employee'sfamiliarity level and age groups.

- To know the use of predicativeanalytics and training.

3.4 scope of the study

- To increase the sample size from 73 to100.

- scope to extend the research for few more months.

- scope to analyses the willingness to work with respect to digital transformation.

- scope to do the exploratory study.

3.5 Research methodology

Descriptive: Descriptive research(DR) can be explained as a statement of issues as they currently are with the researcher who has no control over variables. Moreover, "descriptive studies can be characterized as simply attempting to determine, describe, or recognize what is, while logical research seeks to determine why it is or how it originated".

A significant feature of descriptive research is the point that while descriptive research(DR) can use a number of variables, a descriptive study requires only one variable. Three main purposes of descriptive studies can be explained to describe, explain, and validate research results.

Under descriptive it is simple random sampling. A simple random sample is a subsection of a statistical inhabitants in which each associate of the subset has the same chance of being selected. An sample of a simple random sample would be the names of 25 employees selected from a hat of 250 employees. In this case, all 250 people are employed and the sample is random, as each employee has the same chance of being selected.
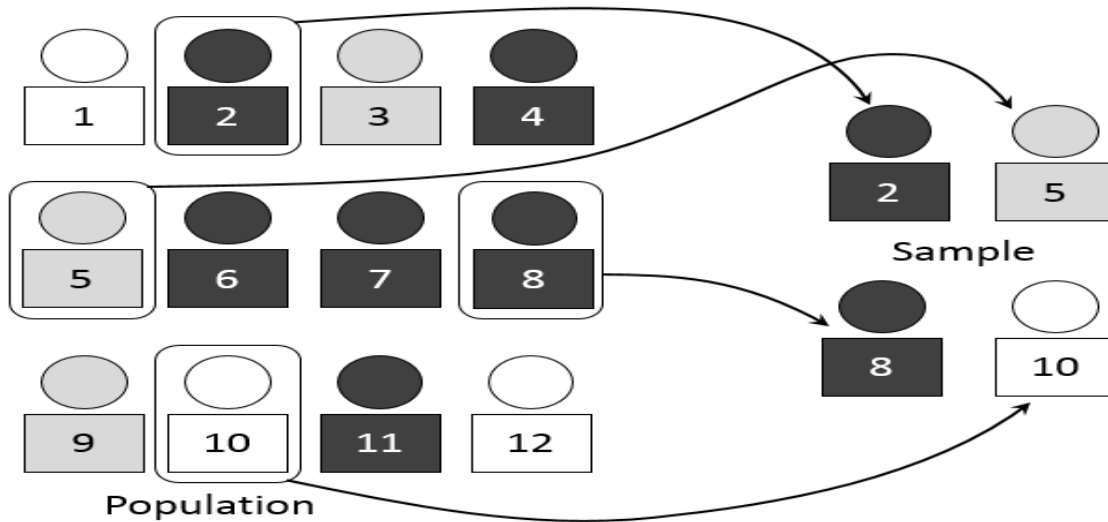
3.6 Hypothesis

Hypothesis

H0: The employee's familiarity level with digital transformation remains same across all age group.

Ha: The employee's familiarity level with digital transformation remains different across all age group.

Descriptive								
1. Employees are familiar with digital transformation.								
					95% Confidence Interval for Mean			
	N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
20-30	62	2.6968	1.06678	.13548	1.8259	2.3677	1.00	5.00
30-40	8	2.1250	.99103	.35038	1.2965	2.9535	1.00	4.00
40-50	3	2.0667	.57735	.33333	1.2324	4.1009	2.00	3.00
Total	73	2.1233	1.04010	.12173	1.8806	2.3660	1.00	5.00

Interpretation:

The above descriptive table shows that, the employees with the age group of 20-30 are more familiar with digital transformation. It means, younger generation people are more familiar than aged people.

33

ANOVA					
1. Employees are familiar with digital transformation.					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.929	2	.465	.423	.007
Within Groups	76.961	70	1.099		
Total	77.890	72			

Interpretation:

The above ANOVA table shows that, the employees are familiar and familiarity level varies with age groups with significant value 0.007 which is less than 0.05. It means that age had impact of the familiarity level. The HR has played important role in educating the Younger employees. HR should focus on aged people also to create a familiarity levels with respect to digital transformation.

Hypothesis:

H0: There is no relationship between use of predictive analytics and training

Ha: There is relationship between use of predictive analytics and training

Correlations				
		8. Employees are able to use predictive analytic used in recruitment process.	9. HR provides regular training in understanding the role of digital transformation.	
8. Employees are able to use predictive analytic used in recruitment process.	Pearson Correlation	1	.571**	
	Sig. (2-tailed)		.000	
	N	73	73	
9. HR provides regular training in understanding the role of digital transformation.	Pearson Correlation	.571**	1	
	Sig. (2-tailed)	.000		
	N	73	73	
**. Correlation is significant at the 0.01 level (2-tailed).				

Interpretation:

There is relationship between use of predictive analytics and Training is significant and positive with significant value 0.00 which is less than 0.01. It means Employees are able to use predictive analytics which is used in recruitment process as HR Provides regular training to the employee to understand the role of digital transformation.

3.7 Limitations

- Time: As we had only 12weeks of time it was very difficult to understand the concept in whole, if we had more time it would be great to learn the system in detail.
- Small scale industry: As it was the small business enterprise with only 50 number of workers it was quite easy going job with not much of straight guidance.
- Sample size: My sample size is 73, it would be great if could get the sample size at least 100 for more research and scope and to get a better response.
- Role of HR and retention strategy.

3.8. Chapter scheme

CHAPTER 1: Includes the introduction, company profile, industry profile, promotors vision mission and quality, product and service profile area of operation, infrastructural facility that company have, SWOT analysis, competitors etc.

CHAPTER 2: Includes the studies theoretical back ground and the literature review.

CHAPTER 3: Includes the need of the study, the problem faced, objectives, scope of the respective study, methodology of the research, limitations, hypothesis, and chapter arrangement.

CHAPTER 4: Includes the analysis of the study and the interpretation of the result obtained.

CHAPTER 5: Includes the summary of the study and the findings obtained, the conclusion give etc.
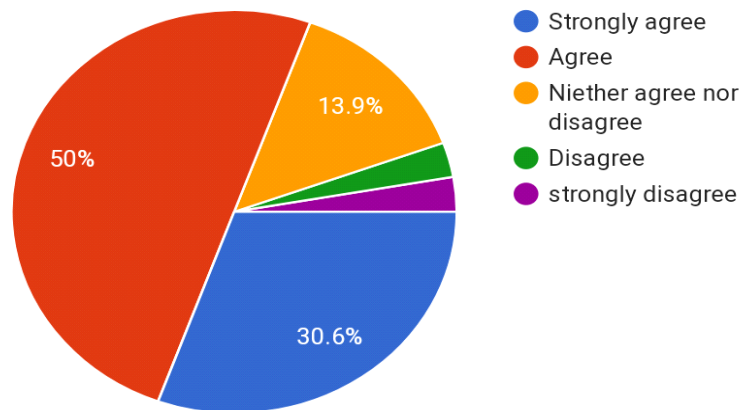
CHAPTER 4

ANALYSIS AND INTERPRETATION

4.1 Analysis and interpretation of the data collected

1) Employees are familiar with the term digital transformation.

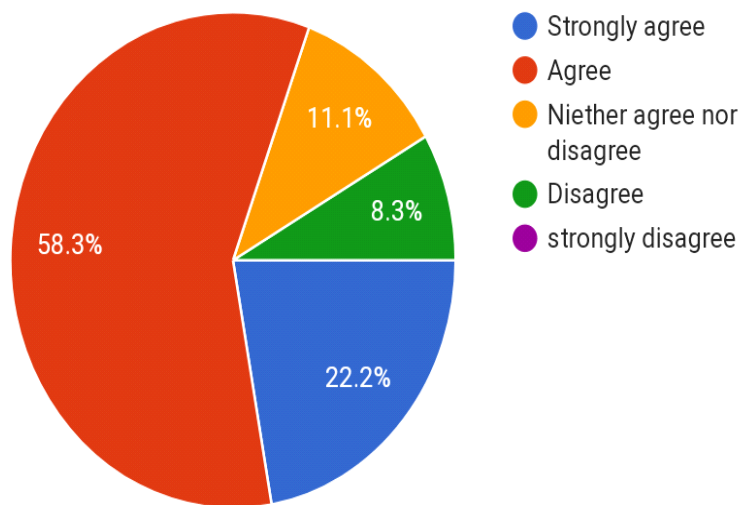| PARTICULAR	RESPONSES	PERCENTAGE
1	22	30.6
2	37	50
3	10	13.95
4	2	2.8
5	2	2.8

INTERPRETATION

As we can see in the chart that 50% of the people agree that the employees are aware to with the term digital transformation.

2) Employees have explored how digitalization is impacting our clients.

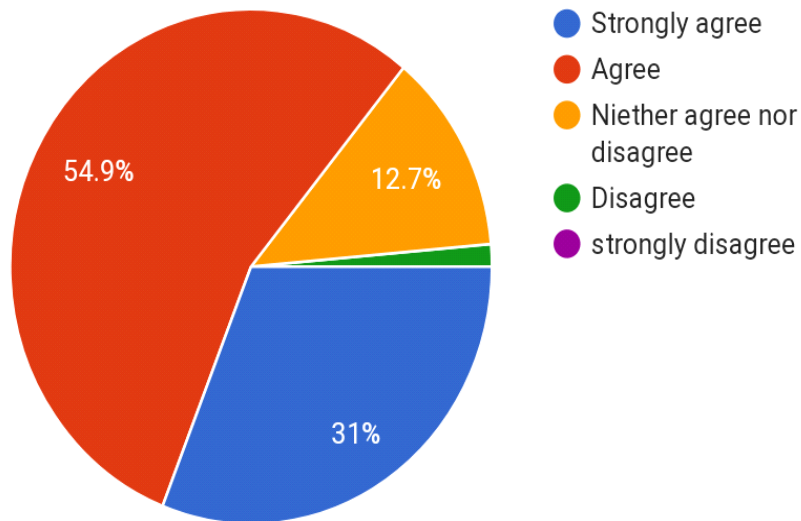| PARTICULAR	RESPONSES	PERCENTAGE
A	16	22
B	43	58.3
C	8	11.1
D	6	8.3
E	0	0

INTERPRETATION

The chart shows that 58% people agree that how digitalization is impacting our clients and there are very less percentage of people who disagree.

3) Employees are willing to accept change.

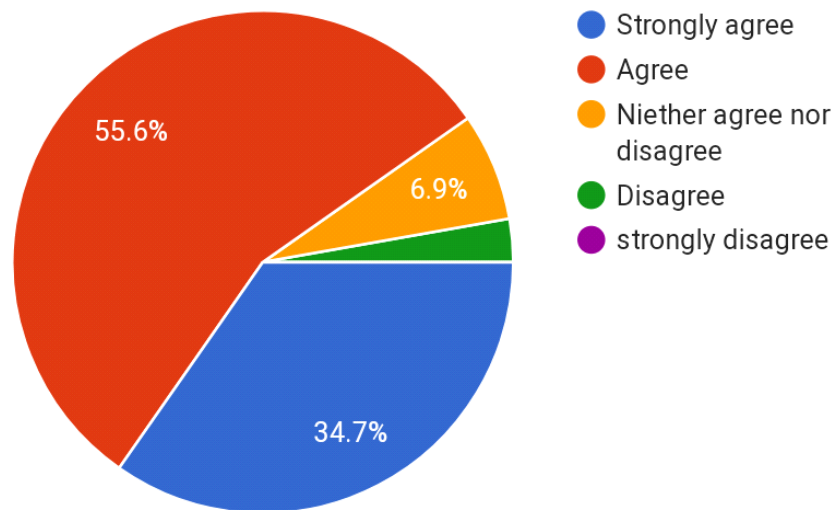| PARTICULAR	RESPONSES	PERCENTAGE
Strongly agree	23	31
Agree	40	54.9
Neither agree nor disagree	9	12.7
Disagree	1	1.4
Strongly disagree	0	0

INTERPRETATION

85% of employees agree that the change is necessary, there are 12% neutrals.

4) Company values technology as a change enabler.

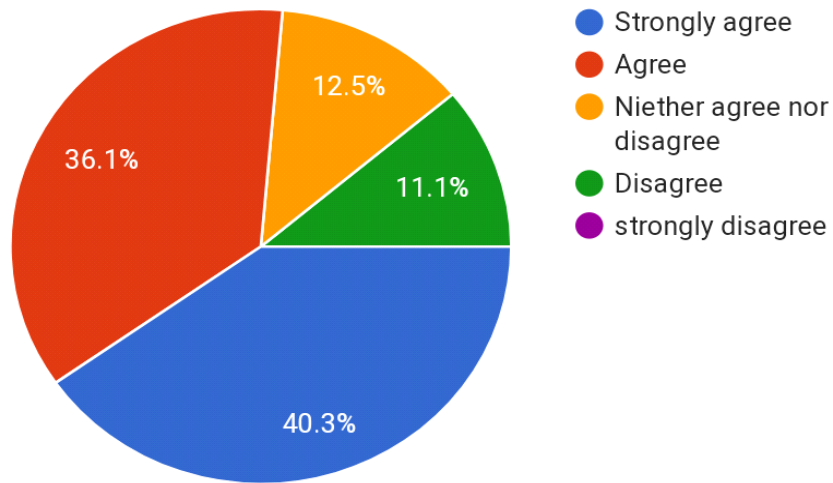| PARTICULAR	RESPONSES	PERCENTAGE
1	25	34.7
2	41	55.6
3	5	6.9
4	2	2.8
5	0	0

INTERPRETATION

89% of people agree and strongly agree that company do value the technology and believe that it is a change enabler.

5) Company has explored how digitalization might impact our industry.

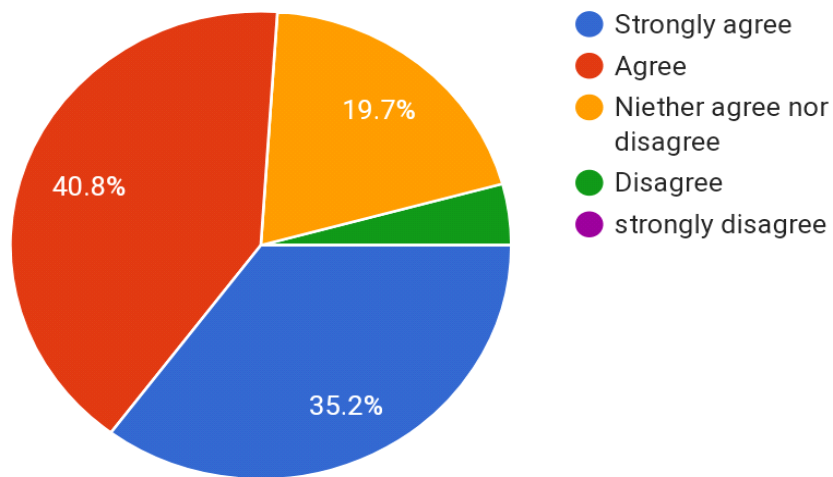| PARTICULAR	RESPONSES	PERCENTAGE
SA	29	40.3
A	26	36.1
NAND	9	12.5
D	9	11.1
SD	0	0

INTERPRETATION

Most of the people agree that the company has explored that how digitalization is impacting on the industries.

6) Employees are familiar with internet of things and business intelligence.

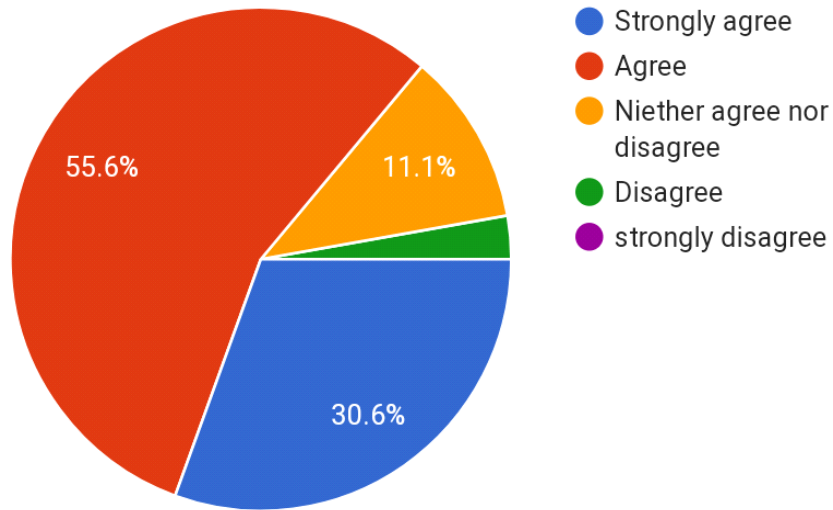| PARTICULAR	RESPONSES	PERCENTAGE
SA	26	35.2
A	30	40.8
NAND	14	19.7
D	3	4.2
SD	0	00

INTERPRETATION

As we can see in the chart that the employees agree that they are aware with the internet of things and business intelligence.

7) Employees engagement provides platform for transformation.

| PARTICULAR	RESPONSES	PERCENTAGE
SA	22	30.6
A	41	55.6
NAND	9	11.1
D	2	2.8
SD	0	00

INTERPRETATION

As we can see that the chart shows most of the people agree that the employee's engagement provides platform for transformation.

8) Employees are familiar with predictive analytics used in recruitment process.

| PARTICULAR	RESPONSES	PERCENTAGE
Strongly agree	9	11.1
Agree	30	40.3
Neither agree nor disagree	27	37.5
Disagree	7	9.7
Strongly disagree	0	0
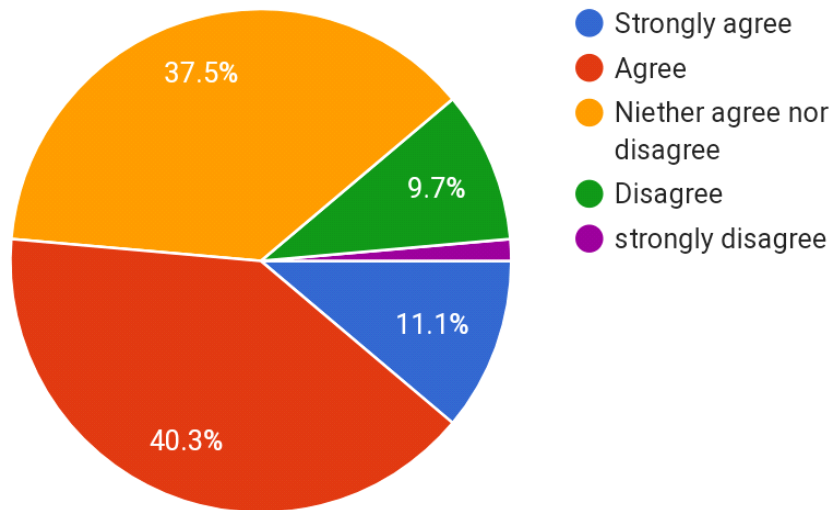
INTERPRETATION

Coming to predictive analytics used in recruitment system some people know about it and some don't there should be proper measures to be taken to make employees more aware about it.

9) HR provides regular training understanding the role of digitalization.

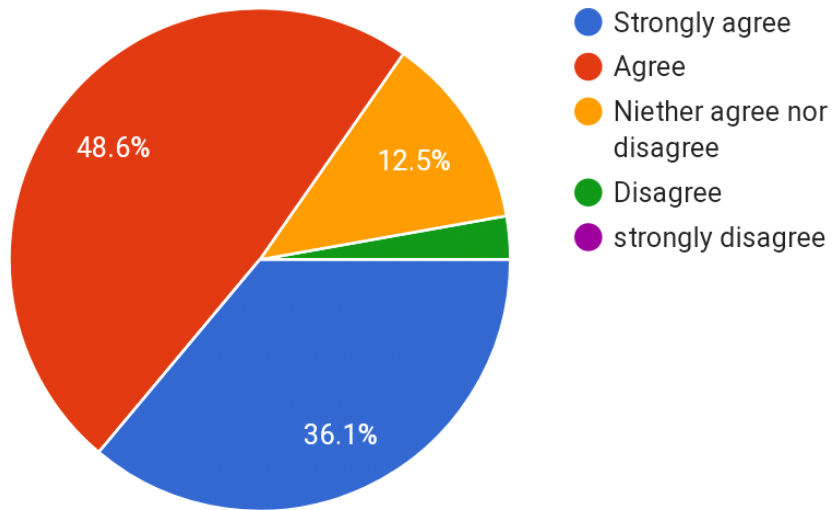| PARTICULAR	RESPONSES	PERCENTAGE
a	14	19.4
b	31	43.1
c	17	23.4
d	9	11.1
e	2	2.8
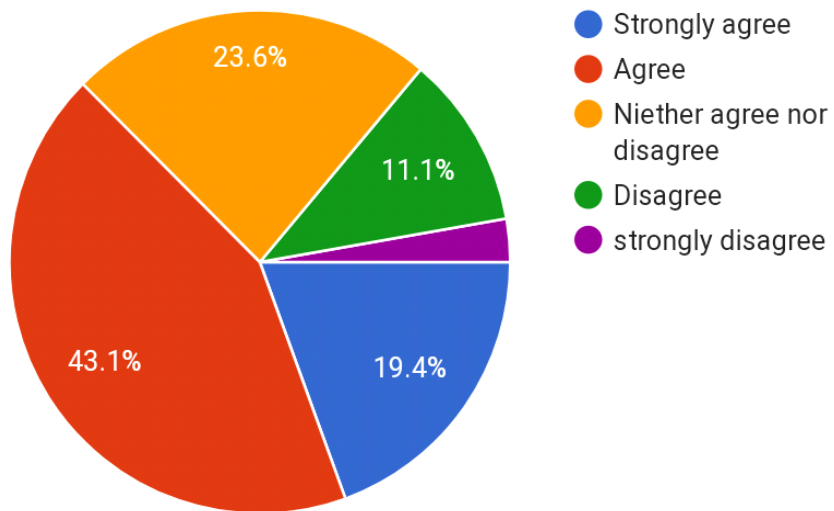
INTERPRITATION

As we can see in the chart that the employees agree that the Hr provide proper tanning in understanding the role of digitalization.

10) HR should focus on attracting &retaining individuals who are well versed with digitalization.

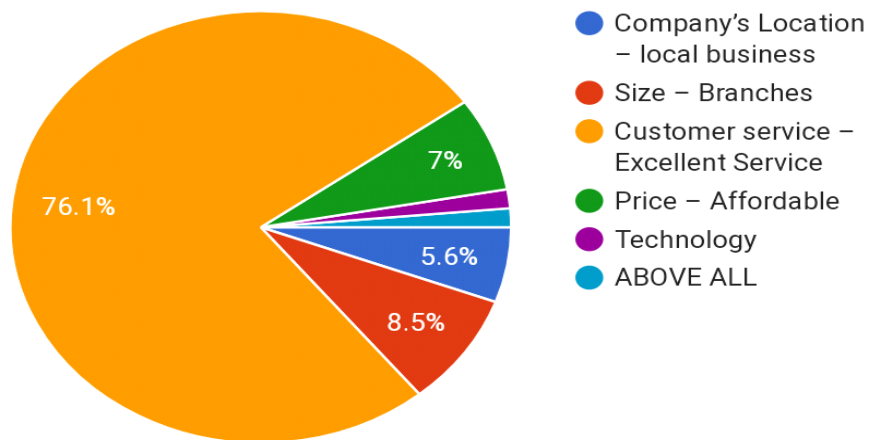| PARTICULAR	RESPONSES	PERCENTAGE
1	27	36.1
2	35	48.6
3	10	12.5
4	2	2.8
5	0	0

INTERPRETATION

Most of the people agree that the HR should focus on attracting and retaining individuals who are well-versed in digitalization.

11) Companies competitive advantage is:

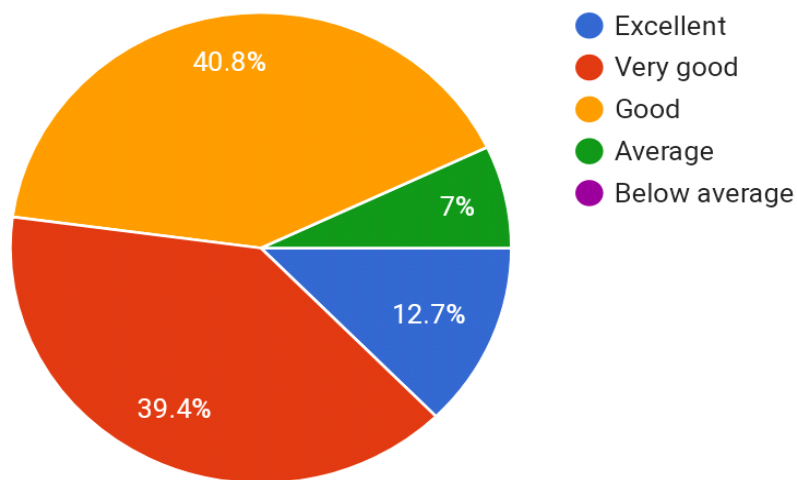| PARTICULARS	RESPONSES	PERCENTAGE
Blue	4	5.6
Red	7	8.5
Yellow	55	76.1
Green	5	7
Purple	1	1.4
Sky blue	1	1.4

INTERPRETATION

As we can see in the chart that 76% of people think that the companies competitive advantage depends on the customer service-excellent service.

12) Company's current infrastructure is:

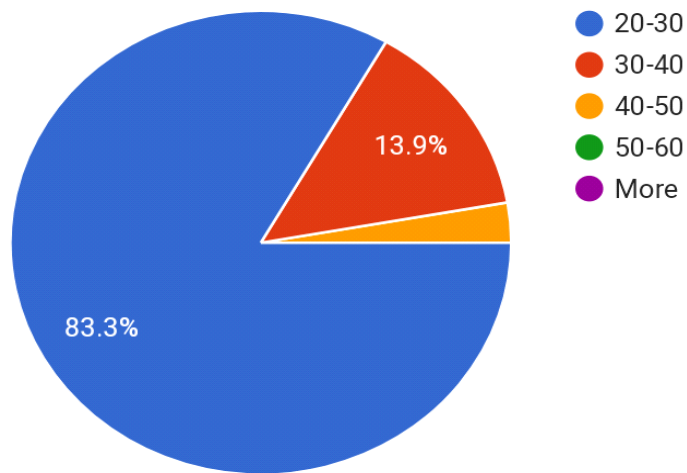| PARTICULARS	RESPONSES	PERCENTAGE
1	9	12.7
2	29	39.4
3	30	40.8
4	5	7
5	0	0

INTERPRETATION

Most of the employees are happy with the company's infrastructure of their present companies.

13) Demographic question: age

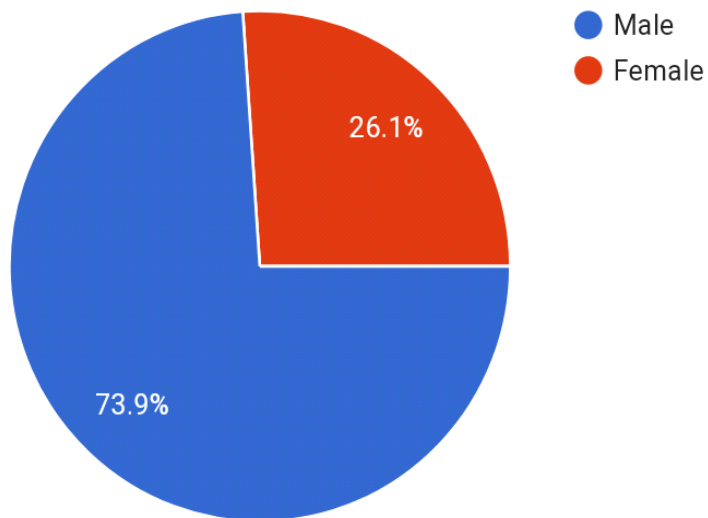| PARTICULARS	RESPONSES	PERCENTAGE
1	61	83.3
2	10	13.9
3	2	2.8
4	0	0
5	0	0

INTERPRETATION

According to the demographic question most of the respondents age lies between 20-30 and 13% of them are 30-40.

14) Gender:

PARTICULAR	RESPONSES	PERCENTAGE
Male	54	73.9
Female	19	26.1

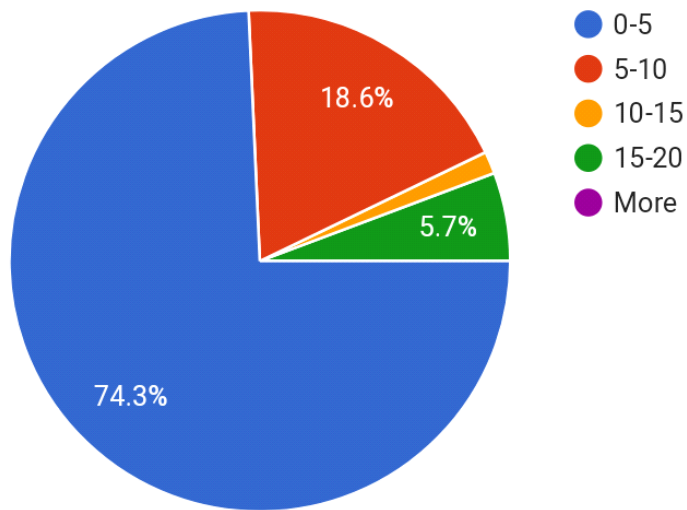## INTERPRETATION

According to the demographic question most of the respondents are male and 26% of them are female.

15) Experience:

PARTICULARS	RESPONSES	PERCENTAGE
1	54	74.3
2	14	18.6
3	1	1.4
4	4	5.7
5	0	0

INTERPRETATION

According to the survey the experience of the respondents is between 0-5 years.

16) Your view on digital transformation:
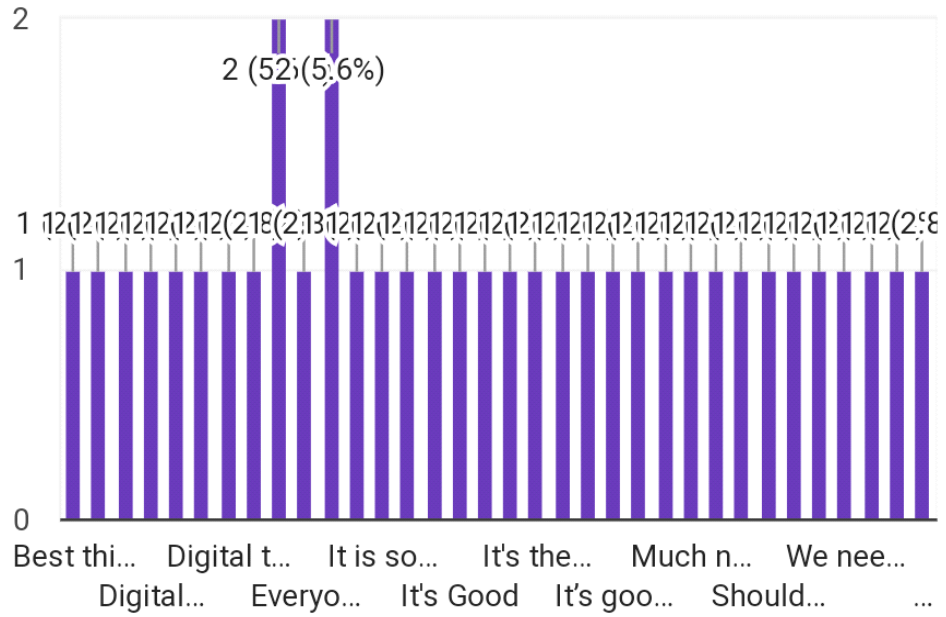
INTERPRETATION

These are nothing but the review on digital transformation in their own words.

CHAPTER 5
SUMMARY OF FINDINGS, SUGGESTIONS And CONCLUTION

5.1 Findings

1. Work environment at WORKEX is comfortable for the workers.

2. The team is full of enthusiastic people.

3. Employees agree that they are familiar with the concept of digital transformation(DT)

4. Employees have studied how digitization affects our customers.

5. Employees are ready to accept the changes.

6. Corporate values allow technology as a change, and ready to accept the new technology.

7. Companies explored and strongly agree on how digitization could affect our industry.

8. Employees agree that they are familiar with Internet Things and Business Intelligence.

9. People agree that employee engagement provides a platform for transformation.

10. 40% of respondents agree that employees are familiar with the forecasting used in the recruitment process and 37% disagree.

11. Employees agree that HR regularly conducts training sessions to understand the role of digitization.

12. Employees agree that HR should focus on attracting and retaining people who are familiar with digitization.

13. Employees say the company's competitive advantage is customer service.

14. Employees say the company's current IT infrastructure is good at WORKEX.

15. The employees in the company most of them are the age group between 20-30 & 30-40.

16. Most employees are male.

17. The maximum employees are with experience of 0-5 years and 5-10 years.

18. People's view of digital transformation varies from person to person.

19. Most of them are aware of the digital transformation(DT) and some of them are not.

20. Employees are ready to learn new technologies when initiated by the company.

5.2 SUGGESTIONS:

a. More awareness should be created to broaden the knowledge of digital transformation.

b. Employees should know and know more about the concept of digitization.

c. Businesses should continue with more training program.

d. Employees should be ready to accept the technology change.

e. Most companies have shown no interest in accepting digitization.

f. The company should focus on the 40+ age group to understand the digital transformation team.

G. Predictive Analytics should also gain importance.

H. HR should offer more training to understand the role of digitization.

I. HR should focus on employee retention.

j. The competitive advantage of the company should also focus on the technology.

k. Female employees should also be encouraged and should be trained.

5.3 CONCLUTION:

HENCE, through the report are aware of the employees of the digital transformation(DT) in the company WORKEX. Because the company is a product-based company focused on recruiting through an app, they have shown us a step toward the digital word. The customers are also satisfied with the company. Upset for the improvement of the company.

There are many things about the digital transformation through the survey. Just as some companies are accepting change and evolving with technology change, there are a few other companies that are still in their old thoughts.

The digital transformation is as important as the company's profit or return, it shapes the company's image and also helps to get the job done. It also plays a very significant role and has influenced the meaning in people's minds. People know that technology plays a dominant role and they have to reach their goal.

Therefore, the digital transformation should be supported by any organization. should also motivate others to do the same.

BIBILOGRAOHY &ANNEXURE

Bibliography

I. David Rogers's book, The Digital Transformation Playbook, could be called Digital Transformation(DT) for Legacy Industries. This is the longest song on the list on 296 pages, but it's worth the time. Rogers has been researching the impact of the digital phase on legacy businesses for more than a decade, and has printed a complete design for a smooth transition (regardless of your industry).

II. Article:

III. An insight into 10 true digital transformations in today's leading companies

IV. What is digital transformation(DT) A necessary disorder

V. What is design thinking? The secret of digital success

VI. CIOdisturb IT operating models to adapt to the digital business

VII. Why companies strive to develop digital strategies

VIII. The biggest test of your digital initiative can measure your success.

IX. Literature review:

X. Nirmala kumarbitechoo This research report analyzes the significance of digital transformation(DT) in public organizations and their impact on related human resources factors such as human resource development.

XI. IrikTolboom 2016 This study looked at the implications of the digital transformation of survey research to examine the impact of digital transformation on the organization.

XII. http://www.universityworldnews.com

XIII. Www.google.de

XIV. Www Wikipedia.org

ANNEXURE

A Study on the Role of HR in Digital Transformation This form seeks to assess a sense of general employee thinking in an organization about the implications of digital transformation.

    A. strongly agree

    B. Agree

    C. Neither agree nor disagree

    D. Disagree

    E. strongly disagree

1) Employees are familiar with the term digital transformation.

- A
- B
- C
- D
- E

2) Employees have explored how digitalization is impacting our clients.

- A
- B
- C
- D
- E

3) Employees are willing to accept change.

- A
- B
- C
- D
- E

4) Company values technology as a change enabler.

- A
- B
- C
- D
- E

5) Company has explored how digitalization might impact our industry.

- A
- B
- C
- D
- E

6) Employees are familiar with internet of things and business intelligence.

- A
- B
- C
- D
- E

7) Employee engagement provides platform for transformation.

- A
- B
- C
- D
- E

8) Employees are familiar with predictive analytics used in recruitment process.

- A
- B
- C
- D
- E

9) HR provides regular training in understanding the role of digitalization.

- A
- B
- C
- D
- E

10) HR should focus on attracting & retaining individuals who are well versed with digitalization.

- A
- B
- C
- D
- E

11) Company'scompetitive advantage is:

- company's location - local business
- Size - Branch
- Customer service - Excellent service
- Price - Affordable
- other

12) Company's current IT infrastructure is:

- Excellent

- Very good

- Good

- Average

- Below average

13) Demographic Question: Age

- 20-30

- 30-40

- 40-50

- 50-60

- more

14) Gender:

- Male

- Female

15) Experience:

- 0-5

- 5-10

- 10-15

- 15-20

- More

16) Your view on digital transformation.

_____

ACHARYA INSTITUTE OF TECHNOLOGY

DEPARTMENT OF MBA

INTERNSHIP WEEKLY REPORT (1AY16MBA06)

Name of the Project : The Role of HR in Digital Transformation.
Internal guide   : Prof. Monika
External guide   : Mr. Swapnil Roy
USN No   : 1AY16MBA06
Specialization   : Human Resource & Marketing.
Company name   : Workex Solutions and Services Pvt Ltd
Company Address : #132, 2nd Floor, Dollars Layout, JP Nagar 4th Phase, 3rd Cross, 3rd Main, Bangalore-560078.

Week	Work Undertaken	External Guide Signature	Internal Guide Signature
15-1-2018 to 20-1-2018	Understanding Structure, culture and functioning of the Organization.	*Swapnil 20th Jan*	*Monica M*
22-1-2018 to 27-1-2018	Understand products/services and the problems of the organization	*Swapnil 27th Jan*	*Monica M*
29-1-2018 to 3-2-2018	Preparation of Research instrument for data collection. Discussion with the guide for finalization of research instrument in his/her domain and present the same to the guide.	*Swapnil 3rd Feb*	*Monica M*
5-2-2018 to 10-2-2018	Data Collection: Actual data points collected of the product and submitted to guide for further analysis.	*Swapnil 10th Feb*	*Monica M*
12-2-2018 to 17-2-2018	Hands on experience on the product and the complete process for a better understanding of HRMS in general.	*Swapnil 17th Feb*	*Monica M*
17-2-2018 to 24-2-2018	Hands on experience on the product and the complete process for a better understanding of HRMS in the organization.	*Swapnil 24th Feb*	*Monica M*

Date	Description		
26-2-2018 to 3-3-2018	Hands on experience on the product and the complete process for a better understanding of HRMS in digital world.	*Swapnil 3rd March*	*Monica M*
5-3-2018 to 10-3-2018	Discussion with the management regarding the performance and ratings.	*Swapnil 10th March*	*Monica M*
12-3-2018 to 17-3-2018	Taking feedback from actual clients and user of HRMS software and practices.	*Swapnil 17th March*	*Monica M*
19-3-2018 to 24-3-2018	Discuss with guides, make final corrections.	*Swapnil 24th March*	*Monica M*

Company Seal & Sign

HOD Seal & Sign

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